

ABSTRACT

A lens driving device includes a moving body having a lens and a drive magnet that is moveable with the lens in an optical axis direction of 5 the lens, and a fixed body that moveably supports the moving body in the optical axis direction. The fixed body includes a first drive coil and a second drive coil that are disposed in the optical axis direction and form magnetic circuits with the drive magnet, and a first magnetic member and a second magnetic member that are disposed opposite the first drive coil and the 10 second drive coil, respectively. The moving body is retained at a first position by magnetic attraction working between the drive magnet and the first magnetic member when energization of the first drive coil is stopped. The moving body is also retained at a second position by magnetic attraction 15 working between the drive magnet and the second magnetic member when energization of the second drive coil is stopped.